

### REMARKS

Reconsideration of this application is respectfully requested. The claims have been amended to clarify the nature of the first authorization key or first personalization data associated with the tags for the interactive TV content and respective second authorization key or second personalization data associated with the receivers. Support for these amendments is found in the specification as filed, for example at paragraphs [0054] - [0059]. No new matter is added.

Marsh (U.S. Patent 7,080,039) discusses the use of smart cards that are individualized for respective households. Marsh at col. 14, ll. 15-54. Wilson (U.S. Patent 5,742,680) describes a satellite television distribution system in which keys used for decrypting encrypted television programming, which keys are stored on smart cards, may be updated by sending new keys over an encrypted data channel of the satellite distribution system. Hence, if one were to combine the teachings of these references, one would presumably be left with a system in which individualized keys used for decrypting encrypted television programming are updated by sending new keys over an encrypted data channel of a satellite distribution system. This is not what is being claimed.

Instead, the claims recite the use of first authorization keys/personalization data to tag interactive content and the selective broadcasting of second authorization keys/personalization data to receivers. Neither Marsh nor Wilson teach or suggest systems or methods having such features. Hence, the present claims are patentable over this combination of references.

Srinivasan, US Patent 6,357,042 is cited for teaching a personalization server, but this is irrelevant. Srinivasan does not discuss the use of first authorization keys/personalization data to tag interactive content and the selective broadcasting of second authorization keys/personalization data to receivers. Hence, even if these additional teachings were combined with those of marsh and/or Wilson, the above-noted features of the present claims would still not be present.

Hence, the claims are patentable over the references cited in the Office Action, whether considered alone or in combination with one another. If there are any additional fees due in connection with this communication, please charge our deposit account no. 19-3140.

Respectfully submitted,  
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